

Rate card and material specifications

2019

Magazine Rates

Size	Casual	3*	6*	11*
Full page	\$4480	\$4190	\$3970	\$3760
½ page	\$3540	\$3330	\$3130	\$2970
⅓ page	\$2880	\$2710	\$2550	\$2450
¼ page	\$2340	\$2240	\$2140	\$2110
Front cover	\$7000			

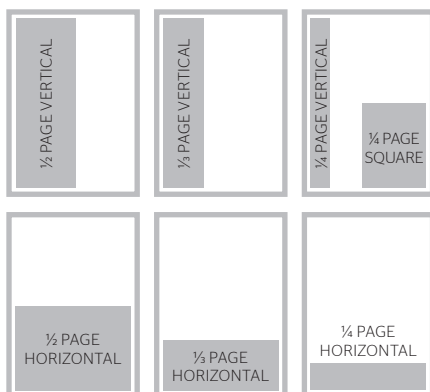
RATES EXCLUDE 10% GST
PREFERRED POSITION LOADING: OBC +30%, IFC +20%

Material Specifications

Size	Width	Height
FP (trimmed)	220	297
½ page vertical	95	277
½ page horizontal	195	135
⅓ page vertical	60	277
⅓ page horizontal	195	85
¼ page horizontal	195	60
¼ page square	94	135
¼ vertical	44	277

Deadlines

Issue	Booking	Material	Publication
Feb	17 Dec 18	26 Dec 18	07 Feb 19
Mar	29 Jan 19	07 Feb 19	12 Mar 19
Apr	25 Feb 19	06 Mar 19	08 Apr 19
May	21 Mar 19	01 Apr 19	08 May 19
Jun	26 Apr 18	07 May 18	08 Jun 18
Jul	28 May 19	06 Jun 19	09 Jul 19
Aug	26 Jun 19	05 Jul 19	06 Aug 19
Sep	26 Jul 19	06 Aug 19	09 Sep 19
Oct	27 Aug 19	05 Sep 19	09 Oct 19
Nov	26 Sep 19	07 Oct 19	11 Nov 19
Dec	25 Oct 19	05 Nov 19	09 Dec 19



Website Rates

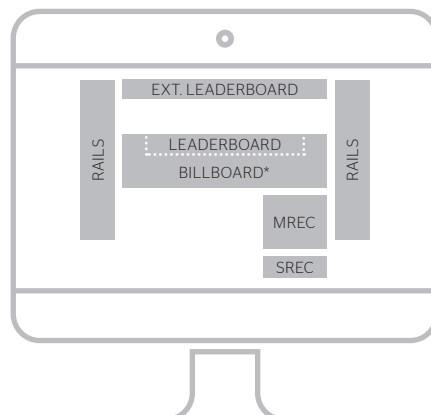
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2200
	Billboard*	\$2000
	Extended Leaderboard	\$1950
	Leaderboard	\$1700
	MREC	\$900
	SREC	\$525
Run of site	Background Skin*	\$2500
	Video	POA
	Leaderboard	\$1300
	MREC	\$750
	SREC	\$350

* DOES NOT DISPLAY ON MOBILE SITE
RATES EXCLUDE 10% GST - PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

Material Specifications

Size	Width	Height
Background Skin*	1920	1200
Rails (x2)*	160	750
Billboard*	960	250
Extended Leaderboard	960	90
Leaderboard	728	90
MREC	300	250
SREC	300	100
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS



eNewsletter Rates

Size	Weekly	Monthly
eDM	\$2700 (per broadcast)	
Banner		\$1100
Medium Banner	\$380	\$900
MREC	\$245	\$750

RATES EXCLUDE 10% GST - PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

Material Specifications

Size	Width	Height
eDM	600	900
Banner	600	90
Medium Banner	468	60
MREC	300	250

ALL SPECS ARE IN PIXELS

Deadlines

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

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Content Marketing

Custom content/advertorial options are available for all print and digital platforms. Card rates apply with a 30% production fee loading if Yaffa creates the content.

